

ORDER



Orders
Order / Rev: 704204 - 3
Alt Order #: 06261216
Product Desc: AMRCNS 4 PROSPERITY
Estimate: 1866
Flight Dates: 08/22/12 - 08/27/12
Original Date / Rev: 08/02/12 / 08/29/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact: Elise Cloyd
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Americans For Prosperity
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	55	\$63,740.00	\$54,179.00
08/27/12	08/27/12	15	\$13,500.00	\$11,475.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	55	\$63,740.00	\$54,179.00	0.00
September 2012	15	\$13,500.00	\$11,475.00	0.00
Totals	70	\$77,240.00	\$65,654.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/22/12	08/24/12	M-F 6-7a 6-7a 10 News	CM	6-7a	--WTF--	:30	6	\$360.00	P-2	0.00	NM	6	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		6				\$360.00		0.00			
2	WTSP	08/22/12	08/24/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	--WTF--	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3				\$360.00		0.00			
3	WTSP	08/22/12	08/24/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	--WTF--	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3				\$360.00		0.00			
4	WTSP	08/22/12	08/24/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	--WTF--	:30	3	\$280.00	P-2	0.00	NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3				\$280.00		0.00			
5	WTSP	08/22/12	08/24/12	M-F 930-10a Millionaire M, W, F/Paid T, Th	CM	930-10a	--W-F--	:30	3	\$280.00	P-2	0.00	NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--W-F--		3				\$280.00		0.00			
6	WTSP	08/22/12	08/24/12	Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Alt Order #: 06261216
 Flight Dates: 08/22/12 - 08/27/12

Advertiser: Americans For Prosperity
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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WTSP	08/22/12	08/24/12	Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3			\$1,200.00			0.00			
7	WTSP	08/22/12	08/24/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	--WTF--	:30	3	\$1,100.00	P-2	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3			\$1,100.00			0.00			
8	WTSP	08/22/12	08/24/12	M-F 4-5p Dr. Phil	CM	4-5p	--WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3			\$800.00			0.00			
9	WTSP	08/22/12	08/24/12	M-F 5-530p 5-530p 10 News	CM	5-530p	--WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3			\$800.00			0.00			
10	WTSP	08/22/12	08/24/12	7-730p Inside Edition	CM	7-730p	--WTF--	:30	6	\$600.00	P-3	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		6			\$600.00			0.00			
11	WTSP	08/22/12	08/23/12	10 News Special 10 News Special	CM	10 News Special	--WT---	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WT---		4			\$1,200.00			0.00			
12	WTSP	08/22/12	08/24/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	--WTF--	:30	6	\$2,600.00	P-2	0.00	NM	6	\$15,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		6			\$2,600.00			0.00			
13	WTSP	08/23/12	08/23/12	Thu Prime C Person of Interest	CM	Thu 10-11p	---T---	:30	2	\$8,000.00	P-3	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	---T---		2			\$8,000.00			0.00			
14	WTSP	08/25/12	08/25/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	2	\$320.00	P-2	0.00	NM	2	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		2			\$320.00			0.00			
15	WTSP	08/25/12	08/25/12	Sat 7-730p Inside Edition	CM	7-730p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		1			\$600.00			0.00			
16	WTSP	08/26/12	08/26/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1			\$1,600.00			0.00			
17	WTSP	08/26/12	08/26/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1			\$800.00			0.00			
18	WTSP	08/27/12	08/27/12	M-F 6-7a 6-7a 10 News	CM	6-7a	M-----	:30	2	\$360.00	P-2	0.00	NM	2	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----		2			\$360.00			0.00			
19	WTSP	08/27/12	08/27/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	M-----	:30	1	\$360.00	P-2	0.00	NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----		1			\$360.00			0.00			
20	WTSP	08/27/12	08/27/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	M-----	:30	1	\$360.00	P-2	0.00	NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
20	WTSP	08/27/12	08/27/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	M-----	:30	1	\$360.00	P-2	0.00	NM	1	\$360.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/27/12	09/02/12	M-----		1			\$360.00		0.00					
21	WTSP	08/27/12	08/27/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	M-----	:30	1	\$280.00	P-2	0.00	NM	1	\$280.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/27/12	09/02/12	M-----		1			\$280.00		0.00					
22	WTSP	08/27/12	08/27/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	M-----	:30	1	\$280.00	P-2	0.00	NM	1	\$280.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/27/12	09/02/12	M-----		1			\$280.00		0.00					
23	WTSP	08/27/12	08/27/12	Price Is Right Price Is Right	CM	11a-12p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/27/12	09/02/12	M-----		1			\$1,200.00		0.00					
24	WTSP	08/27/12	08/27/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	M-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/27/12	09/02/12	M-----		1			\$1,100.00		0.00					
25	WTSP	08/27/12	08/27/12	M-F 4-5p Dr. Phil	CM	4-5p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/27/12	09/02/12	M-----		1			\$800.00		0.00					
26	WTSP	08/27/12	08/27/12	M-F 5-530p 5-530p 10 News	CM	5-530p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/27/12	09/02/12	M-----		1			\$800.00		0.00					
27	WTSP	08/27/12	08/27/12	7-730p Inside Edition	CM	7-730p	M-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/27/12	09/02/12	M-----		2			\$600.00		0.00					
E 28	WTSP	08/27/12	08/27/12	10 News Special 10 News Special	CM	10 News Special	M-----	:30	2	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/27/12	09/02/12	M-----		2			\$1,200.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
	1	WTSP	08/27/12-09/02/12	10 News Special		10 News Special	M-----	:30		(\$1,200.00)		0.00	NM			
	Credited															
29	WTSP	08/27/12	08/27/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M-----	:30	2	\$2,600.00	P-2	0.00	NM	2	\$5,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/27/12	09/02/12	M-----		2			\$2,600.00		0.00					
30	WTSP	08/24/12	08/24/12	7-730p Inside Edition	CM	7-730p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/20/12	08/26/12	----F--		1			\$1,200.00		0.00					
31	WTSP	08/24/12	08/24/12	10 News Special 10 News Special	CM	10 News Special	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/20/12	08/26/12	----F--		1			\$1,200.00		0.00					
													Totals	70	\$77,240.00	